

**REMARKS/ARGUMENTS**

This is in response to the Office Action dated March 25, 2009. Claims 1-22 are pending and stand rejected in the outstanding Office Action. Claims 1, 14 and 15 have been amended.

The rejection of claims 1, 14 and 15 under 35 U.S.C. § 103(a), as allegedly being unpatentable over Okumura (US 2002/0191128) in view of Applicant's Admitted Prior Art ("AAPA"), is respectfully traversed.

Amended claims 1, 14 and 15 now recite "in narrow viewing angle operation, a black voltage at the lower end of grayscale at oblique viewing angle is set as a drive voltage to be supplied to the liquid crystal panel, said black voltage being larger than a black voltage having basic characteristics, in wide viewing angle operation, a white voltage at the higher end of grayscale at oblique viewing angle is set to a voltage which does not cause grayscale inversion while the black voltage at the lower end of grayscale at oblique viewing angle is set as a drive voltage to be supplied to the liquid crystal panel having basic characteristics, and wherein the basic characteristics indicate display characteristics where the transmission intensity at the oblique viewing angle is larger than the transmission intensity at the front when the liquid crystal panel is not subjected to the viewing angle control". Support for these limitations can be found, for example, in p. 30, line 23 to p. 31, line 3, and p. 31, line 25 to p. 32, line 16 in the instant specification. Okumura/AAPA fails to teach or suggest these limitations.

The Examiner acknowledged that Okumura fails to disclose "wherein the drive voltage is such that the transmission intensity at oblique viewing angle is increased to strengthen excess brightness and grayscale inversion, achieving narrow viewing angle characteristics, and the transmission intensity at oblique viewing angle is decreased to weaken the excess brightness and

grayscale inversion, achieving wide viewing angle characteristics”, and turned to AAPA for the missing limitations.

AAPA discloses a liquid crystal display device which can be switched between wide viewing angle characteristics and narrow viewing angle characteristics, by appropriately driving each pixel. More specifically, one pixel is divided into two pixel regions. If the same drive voltage is supplied to the two pixel regions, then this causes inversion of grayscale levels at the oblique viewing angle, thus producing narrow viewing angle characteristics. On the other hand, if different drive voltages are supplied to the two pixel regions, then grayscale inversion is suppressed, thus producing wide viewing angle characteristics (p. 2, lines 8-18 of the instant specification).

AAPA fails to teach or suggest the claimed relationship between the drive black voltage and the black voltage having basic characteristics in the case of narrow viewing angle characteristics, and the characteristics of the set white voltage and the drive black voltage in the case of wide viewing angle characteristics.

Moreover, AAPA teaches that inversion of grayscale levels at the oblique viewing angle (resulting in narrow viewing angle characteristics) is achieved by applying the same drive voltage to the two sub-pixel regions, and that suppression of grayscale levels at the oblique viewing angle (resulting in wide viewing angle characteristics) is achieved by applying different drive voltage to the two sub-pixel regions. In other words, AAPA is based on the premise that one pixel is divided into two regions so that a drive voltage is applied to the two regions independently. Therefore, one of ordinary skill in the art would not have looked into AAPA to modify Okumura to attain the above features of the claimed liquid crystal display device, which is not based on the premise that one pixel is divided into two regions.

For the above reasons, claims 1, 14 and 15 are allowable.

It is respectfully requested that the rejection of claims 2-13, 16-22, all dependent from claim 1 or 15, also be withdrawn.

In view of the foregoing and other considerations, all claims are deemed in condition for allowance. A formal indication of allowability is earnestly solicited.

The Commissioner is authorized to charge the undersigned's deposit account #14-1140 in whatever amount is necessary for entry of these papers and the continued pendency of the captioned application.

Should the Examiner feel that an interview with the undersigned would facilitate allowance of this application, the Examiner is encouraged to contact the undersigned.

Respectfully submitted,

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